



SIERRA MADRE NEWS

DO YOUR PART
Red Cross Benefit Concert
here May 24th. Monrovia
Symphony Orchestra.

VOLUME 29, No. 34

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, MAY 17, 1935

Red Cross To Be Helped By Symphonists

Fine Concert Offered Here
May 24th For Benefit Of Relief Organization

Times without number the American Red Cross has unhesitatingly answered appeals for help from all parts of the world. Now the Sierra Madre Friend of the People is appealing for your help. At that, you understand, only that it may continue its deeds of mercy and, also keep its finances in shape to instantly meet any unexpected emergency.

Let's put it this way: Suppose, just suppose, Sierra Madre should be visited by some terrible calamity wherein hundreds of homes were destroyed including, per-

TIME, PLACE AND CAUSE

The time: 8:15 p. m., Friday evening May 24th. The place: Sierra Madre School Auditorium. The Cause: The Red Cross. The price: twenty-five cents—less than the price of a movie! Tickets on sale at Hartman's, the Library, Midlough's, Norris', Rikeman's, Wistaria Beauty Shoppe and the Red Cross.

haps, yours and mine. To whom would we turn? Instinctively and naturally to the Red Cross, the only out and out charitable organization in the town, by the way.

Don't let the Red Cross down. It never has, and never will, let you down! And—all they ask is that you give yourself the pleasure of attending a concert by the Monrovia Symphony orchestra in our own school auditorium the evening of May 24th for the very small sum of twenty-five cents. Not much to ask, is it, especially as a generous portion of the proceeds will go to the local chapter? Pretty fine of Monrovia to lend her assistance, don't you think? Let's show Monrovia that Sierra Madre will do her part by filling the auditorium.

Really, the concert is going to be very worth while. Conductor Harold Scott and his 60 musicians have a fine reputation to sustain and, as the program will prove, they are going to tax themselves and make it doubly enjoyable for us.

INSERT PROGRAM

You will note that little ten-year-old Dorothy Wade is to play the beautiful "Romance" of Svendsen, in which she will be accompanied by the orchestra. It is a work which will afford her ample opportunity to display both the beauty of her tone and her musicianship. And the Bazzini "Ronde des Lutins!" It's rather amazing that a child even tackle so difficult a work. It is a real virtuoso challenge, and it will be most interesting to see how she meets it, tho anyone who has heard this most unusual child will have every confidence in her skill. Miss Dorothy Robinson of Los Angeles has graciously consented to accompany little Miss Wade in this number. Miss Robinson is not only among the first rank of accompanists, and the assistant accompanist of the famous Ellis club, but she has the further distinction of being one of the leading women tennis players of California.

Louis S. Fuller

Postal Savings System Starts At Postoffice June 1

The local post office has been designated as a Postal Savings depository, starting June 1st, according to a notice received from the Post Office Department by Acting Postmaster R. O. Caukin.

Deposits will be received in amounts of \$1, \$2, \$5 and up to \$500. Postal Savings certificates will be exchanged for the deposits, bearing interest at the rate of 2 per cent per annum. The certificates may be cashed in at any time, with interest computed quarterly.

The government has provided another means of accumulating dollars, by issuing 10c Postal Saving stamps, to be affixed to a card. The card will be worth \$1 for deposit when it is covered with ten stamps.

The Postal Savings system is described as a noncompeting institution, designed to be a valuable aid in the practice of economy and thrift. Information on any point of the system is available at the post office.

CITY LEAGUE IN PROSPECT; MEET CALLED

All boys and young men interested in forming a City baseball league are invited by the Kiwanis Club to be present on the local school diamond at 7:30 o'clock Monday evening. Clarence Huntsinger, club president, announces that the Kiwanians will commence play in the near future and it is desired to form at least three other teams for inter-city play.

From the four teams, an all-star aggregation may be selected, Huntsinger states, to enter into Southern California indoor night-league competition.

Decoration Day Rites In Preparation

Sierra Madre Prepares To Do Homage To War Dead; Poppy Sale Next Week

Simple ceremonies at Sierra Madre Cemetery, preceded by a short parade from Canyon avenue, will mark Sierra Madre's observance of Memorial Day the 30th of this month, it was decided at a joint meeting of the Legion Post, Auxiliary, school and V.F.W. representatives in the City Hall Wednesday night.

A quartet of Boy Scout buglers sponsored by the local V.F.W. post will lead the line of march and blow taps over the graves of the war dead, while the children of both the public school and St. Rita's Parochial school will participate in the parade.

Dean Arnold Bode, Rev. Arthur O. Pritchard, Rev. Father Hyacinth Clarey and other local clergymen are to aid in the ceremonies, while an appropriate address is to be made by a speaker as yet unannounced. There will be no ceremony at the City Park, as in the former years.

Mrs. Ren Stinman, poppy chairman of the Legion Auxiliary's annual poppy sale will be conducted here Saturday, May 25. The poppies, which are made by the crippled veterans of San Fernando Hospital, are to be worn through the week until Memorial Day, in memory of those who sacrificed their lives in the service of their country.

"We of the auxiliary will be on the streets all day next Saturday—a week from tomorrow," Mrs. Stinman says, "with baskets of poppies offered to be worn in honor of the World War dead. In exchange we ask contributions for the welfare of the disabled veterans in need, and for their families and the surviving dependents."

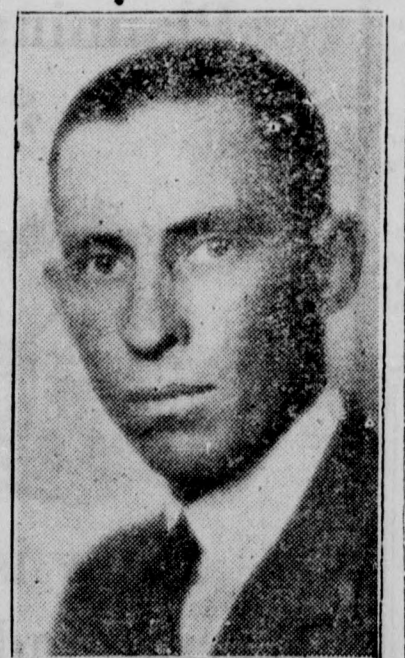
Boxholders May Get Mail On Saturdays

Mail is received and dispatched on regular weekday schedule every Saturday morning and letters are distributed to box holders in the afternoon although the service windows remain closed after 12 o'clock, according to Postmaster R. O. Caukin.

FIVE ANNOUNCE CANDIDACIES FOR TWO VACANT SEATS ON THE CROWN CITY SCHOOL BOARD

This City To Vote With Pasadena And Santa Anita At June 7 Election

There will be a Taxpayers' ticket on the June 7 ballot in the Pasadena school district, of which this city is a part. Two



E. R. (Jack) Horner

school directors will be chosen, the terms of Dr. Tyler Parker

Artists To Lecture At Local Shows

Ross Dickinson To Open Series Of Talks At Little Gallery Exhibits

By Vernon J. Morse

Sierra Madre's "Little Gallery" is initiating a series of Art talks in conjunction with its exhibits to be given each month as an additional attraction to those interested in art forms and trends, to follow the local exhibitions more closely and to get better acquainted with the viewpoints of artists.

The series will begin with a short lecture by Ross Dickinson, one of our current exhibitors in the Little Gallery on Tuesday evening, May 21, at 8 o'clock. Mr. Dickinson's subject will be "Art Speaks to Everyone."

We of the Little Gallery invite your attendance at this new activity, which is another step in the program planned to make Sierra Madre art-conscious and to focus eyes of neighboring communities on our Little Gallery.

The talks will, we hope, broaden the art-outlook of all of us, through contact with competent and authoritative discussion of appreciation, trends, phases and aims of art as a culture and through closer acquaintance with individual artists.

We expect many out-of-towners and all interested in the Little Gallery are invited—no admission just bring an open mind and we feel sure Mr. Dickinson will reward your time with many interesting side lights on art and artists.

Firemen Play Hosts To 500 Here July 4

Ever hear the story about the visiting firemen? Well on the 4th of July it'll be an actually in Sierra Madre, as the local Volunteer Fire Department plays host to 500 members of the Southern Counties Firemen's Association and their families at the City Park.

Fire Chief Richards appointed committees at the last department meeting to handle the details of the full day of activity being planned. Opening at 10 o'clock in the morning the affair will close at 7 p. m. in time for everyone to attend the annual fireworks display given by the Pasadena Fire Department in the Rose Bowl.

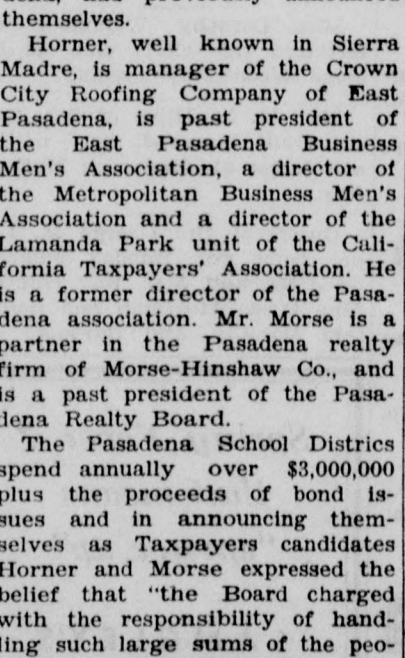
Guests will furnish their own luncheons, while in the evening the local firemen will serve hot dogs, buns and refreshments. Luncheon is to be at noon, at 2 o'clock there will be a baseball game on the school grounds, and races and tug of war games will be played at 4 o'clock. Dancing and supper is to be in the park from 5 to 7 p. m. Throughout the day free swimming will be provided at the Sierra Madre Canyon pool.

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Three Deer Convoy Pacific Electric Train Into The City

"The Animal Kingdom" must have been written with Sierra Madre in mind as a locale—or so it would appear from the number of fish-and-game stories that recurrently crop up here.

Sunday Joe Swanson took a Santa Monica friend, one Charlie King, on a fishing party. They hit out onto Puddingstone Dam lake in Swanson's boat. The next thing they knew a warden had handed them a ticket for catching perch out of season.

"I thought it was a new kind of trout," Swanson explained. "and Charlie thought the iron in the water had given the old kind a sort of henna rinse."

Next to fish, deer hold the center of the stage. Three does were seen loping gracefully in front of the Pacific Electric train along the vineyard right-of-way in the Hastings ranch Monday morning shortly before 11 o'clock. Several deer have adopted the foothill slopes above Carter avenue as their playground—some what to the displeasure of gardeners, but to the thorough enjoyment of lovers of wild-life.

Martin Gets Strong Vote Of Confidence

Chamber of Commerce Resolution Endorses Local Assemblyman's Record

Following several speeches warmly commending the course of Assemblyman Frank G. Martin in the Legislature, the Sierra Madre Chamber of Commerce at a meeting on Monday night adopted a resolution expressing its satisfaction with his record generally and his attitude toward Communism and subversive activities particularly. The local Assemblyman is regarded at the State capital as one of the best informed, hard working and most conscientious members of the Legislature. His bills aimed at Communism have attracted Nation-wide attention. The resolution adopted on Monday night contained the following paragraph:

"Resolved the Directors of the Sierra Madre Chamber of Commerce heartily approve of the firm stand taken by Assemblyman Frank G. Martin in his support of anti-radical legislation and his effective opposition to attempts to weaken the existing anti-sindicalism law, and further wish to express their hearty appreciation of the manner in which Mr. Martin fulfills his duties as our representative, reflecting credit upon both the district and his supporters."

Another resolution urged Congressman John Steven McGroarty and Senators Johnson and McAdoo to support the transportation bill which would place motor bus and water way transportation between states under the regulation of the Interstate Commerce Commission. A third resolution suggested that for the best interests of the country, Article 2 of the Banking Bill, now before Congress, should be held over until another session of Congress, giving time for further consideration of the measure which it is claimed will revolutionize the banking system.

A communication from Harry D. Pyle of 472 East Central avenue was read. He offered to turn over to the Chamber of Commerce or any other local organization, for the purpose of city beautification, more than a hundred mature cocus plumosa palm trees that he has raised on his ranch. The only condition attached is that the trees shall be used to carry out a beautification scheme. The letter was referred to the City Council.

KIWANIANS TO BE MONROVIA'S GUESTS MONDAY

Sierra Madre Kiwanis Club members will be guests of Monrovia Kiwanians at Leven Oaks Hotel Monday night. The occasion is the joint observance of "All Kiwanis Night," and Alhambra, Pasadena, San Gabriel, and South Pasadena clubs will also be represented.

Lloyd Roberts, special representative of the Los Angeles Harbor department, will be the chief speaker of the evening, presenting an address on "The Harbor and Foreign Trade." There will be a dinner, fellowship hour and other entertainment, it is announced.

Alhambra Lose 10-1 To Local Sojers

Sierra Madreans Play Gilt-Edged Ball With Old Faces Back In The Line Up

Only four of the nine members of the Alhambra Legion team could come anywhere near locating Waverly Pratt's smoke ball between the time it left the pitcher's box until it thudded into the big glove of Art Evans on Friday night. So the visiting Alhambra took a 10 to 1 lacing.

Scott, hurling for the visitors, had a peculiar hip delivery that baffled the local soldiers and held

BASEBALL SCHEDULE

Tuesday, May 21st
Sierra Madre Legion
vs.
Azusa Legion

(Tonight the local Soldiers draw a bye. Last Tuesday's game with Azusa was postponed.)

them scoreless for four innings. In the fifth, however, they solved his offerings for three runs and in the seventh they broke up the old ball game by slamming hits into every section of the lot for a total of seven runs.

Harkness had three hits, including two three baggers. Hill, Gwynn and Pratt each had two hits. Art Evans came in from the desert near Lancaster (where he is doing very nicely, thank you) and his former mates prevailed on him to don the mask and portector. As usual he caught a swell game and rapped out a two-base hit. Henry Olsen was back in the outfield, too.

Pratt's fast ball had the Al-

(Continued on Page Six)

State Road Head Praises City Project

Orange Grove Surfacing Ranks With Best In Secondary Highway System

State Road Engineer Cortelyou this week conveyed the State's acceptance of the Orange Grove avenue paving job, and stated that the improvement was reported to him as being "one of the best jobs in the entire secondary highway system."

The work was carried through by SERRA labor, under city supervision, all material costs being defrayed by an apportionment of State gasoline tax funds. Final oiling and gravelling was done by the local road department. Frequent rains delayed completion of the job.

Plans are now underway for the Orange Grove storm drain, which will be designed to divert waters from flooding over the Baldwin and Arcadia properties to the south of Sierra Madre. City Business Manager Al S. Myers hopes in the event of such a project to secure a high-speed asphalt surfacing to replace the present gravel road, at no cost to the city.

SIERRA MADRE ESTATES WIN FIRST PRIZE AND HONORABLE MENTION IN GARDEN CONTEST

MISS Thomasella H. Graham's beautiful North Lima street estate, "Italia Mia" won another prize in this year's "Everybody's Garden Contest" in which more than a thousand Southland Garden enthusiasts entered properties. The beautiful garden at the home of Rev. and Mrs. Arthur O. Pritchard at 139 West Orange Grove avenue, smaller and less formal than the



Italia Mia Wins First Prize

Sierra Madreans-looking north from the fountain beyond the Japanese gardens through the avenue of Irish yew trees to the residence, with the Sierra Madre mountains above Bailey Canyon as the background.

MOVIE STARS COMING HERE FOR BIG SHOW

Eight professional movie and vaudeville stars will appear here on the stage of the school auditorium in an entertainment for the benefit of the Municipal Art League on the evening of Saturday, June 8. The show is being arranged by Pat West, nationally known vaudeville and movie actor who recently purchased a home here and who will act as master of ceremonies for the occasion, a role in which he has distinguished himself.

Festival Of Flowers On Stage Tonite

Congregational Church's Annual Pageant Includes 100 Local Children

Preparations for the annual "Festival of Flowers," directed and written by Mrs. Waverly E. Pratt, together with the dinner to be served by the ladies of the Congregational Church at the Sierra Madre School preceding the pageant, this evening at 6:30, will culminate in a repetition of the success of last year.

Most of the costumes have, also, been fashioned by Mrs. Pratt, including an astounding number of roses for the canopy.

The committee in charge of the dinner arrangements is amply qualified to handle a large crowd. The talented thespians who will take part in the festival and the parts they portray follow:

Mother Earth, Patricia Bie-ton; King Winter, Clay Reavis, Jr.; Queen of Spring Fairies,

(Continued on Page Six)

City Wells Up 25 Feet Over Last Spring

Settling Basins Store Rainfall Against Possible Future Dry Years

Showing an astounding 25-foot rise since May, 1934, the Sierra Madre water wells are now at the highest level in many years and testify to the efficacy of the city's spreading ground and settling basin system which has taken full advantage of the season's high rainfall.

Last year in mid-May, Well No. 1 measured 189 feet from the surface, while this month the measurement is slightly better than 164 feet. It must be understood that these figures represent distance of water level from ground level, and that the nearer the water is to the surface the easier pumping operations become—with corresponding decrease in operating cost.

This rise in well above the average of wells at other points in the foothill-San Gabriel Valley region, all of which show rises of from six to fourteen feet above last year's readings. All figures will probably be increased even more by the end of June, when the peak of percolation is due.

Sierra Madre Population Up To 4,480

Census Shows 26% Increase Since 1930; County Increases 20 Percent

The population of Sierra Madre has shown an increase of 930, or 26.20 per cent, since the last census, according to a comprehensive county-wide estimate of population made recently by the Western Statistical Association of Los Angeles. According to this estimate, the population of Sierra Madre amounted to 4,480 in January, 1934, as compared with 3,550 as shown by the 1930 census. This estimate is a part of a complete study of population trends in each of the 45 incorporated cities in Los Angeles County.

In this study a carefully drawn estimate of the population of the whole county was made first, and then the total estimate was divided among the several cities in proportion to their growth.

The population of Los Angeles County, which was 2,208,492 in 1930, is estimated at 2,424,450 for 1934, an increase of nearly 10 per cent, according to the Association. Unincorporated territory showed a gain of almost 15 per cent, against an average gain of less than 9 per cent for the 45 incorporated cities. Preliminary estimates indicate that the population of Los Angeles County for 1935 is nearly 2,500,000.

The estimated increase in population in San Gabriel Valley towns and nearby cities between the 1930 census and 1934 follows:

	Census, 1930	1934
Alhambra	29,472	34,500
Arcadia	5,216	6,680
Azusa	4,808	5,670
Beverly Hills	17,429	23,950
Burbank	16,662	19,190
Claremont	2,719	3,050
Covina	2,774	3,010
El Monte	3,479	4,920
Glendale	62,736	68,100
Glendora	2,761	2,550
La Verne	2,860	3,320
Monrovia	10,890	12,090
Monterey Park	6,406	6,809
Pomona	20,804	25,460
San Fernando	7,567	10,790
San Gabriel	7,224	7,870
San Marino	3,730	4,680
South Pasadena	13,730	14,000
West Covina	769	1,010
Whittier	14,822	14,180
Unincorporated		
Area Total	323,572	371,400

McGroarty Denies Break With Author Of Townsend Plan

Congressman John Steven McGroarty this week flatly denied rumors from Washington that he had repudiated the Townsend Plan's founder and was demanding reorganization of the pension organization "to take it out of the hands of Dr. F. E. Townsend."

National Townsend headquarters, speaking through Dr. von Rossell Mayer, did a little repudiating on their own account as they discounted all intention of enlisting economic pressure in fighting for their principle.

"We believe," said Dr. von Mayer, "that all merchants have a right to their own opinions, that economic pressure against them is unspeakable, and that ultimately our objectives will enlist their support."

Series Of Thursday Luncheons Started By Business Men

Twenty-one local business and professional men, some accompanied by their wives, attended the first of a series of Thursday luncheons at the Sierra Madre Hotel yesterday. The Chamber of Commerce at its meeting on Monday evening decided to sponsor these affairs, which are entirely informal, in the hope of bringing about a better understanding and more cordial relations between local citizens, though it is not necessary that anyone be a member of the Chamber of Commerce in order to attend, nor for that matter that they be engaged in any business or profession. Before and after yesterday's luncheon Manager McDougall of the hotel escorted the diners through the decorated and newly furnished hostelry and received the hearty congratulations of his guests for the splendid accommodations he has provided for the public here.

GROWERS OPPOSE EXORBITANT TAX AIMED BY LEGISLATURE AGAINST CHAIN STORES HERE

Purchase Of Foodstuffs In State Exceeded Receipts By \$90,000,000.00

By Ralph H. Taylor
(Executive Secretary, Agricultural Council of California)

PAVING the way for legislative action to protect California farmers from the forced payment of extra-legal and unjustified brokerage fees, the Progressive Merchants Association of California—representing chain food stores throughout the State—has agreed to give vigorous support to legislation prohibiting the payment of brokerage by a seller to a buyer.

The new legislation, outlawing sharp trade practices which have cost farmers many thousands of dollars, will be sponsored by State-wide farm organizations,

with the backing of the chain store group.

The action of the chain store group in placing themselves on record against the buyer-owned brokerage system closely followed adoption of a resolution by the Agricultural Council of California, representing the major farm cooperatives, condemning the policy of certain wholesale, retail and chain food distributors of operating brokerage offices to secure brokerage fees which, in effect, constituted extra price concessions.

The proposed legislation, now being drafted, will prohibit the paying of brokerage, rebates, etc., by a seller to a buyer, the buyer's agent, employee, or subsidiary, directly or indirectly.

In effect, the legislation will eliminate unfair price concessions to one class of buyer as opposed to another and will go far toward stabilizing markets. In justice to the chain stores, it should be stated that only one or two of the multiple-unit organizations have been guilty of employing the buyer-owned brokerage system.

And the decision of the chains to back the present drive against the practice should be of material assistance in securing enactment of the remedial legislation.

The Agricultural Council, incidentally, went on record at its regular legislative meeting as being opposed to all extortionate and discriminatory chain store tax bills, designed to use the taxing power of the State to force the great chain organizations out of business.

It is the position of the farm cooperatives that any bad trade practices which may have sprung up, incident to the mushroom growth of the chains, should be eliminated by agreement and corrective legislation.

And the Council, mindful of the fact that the great distributing systems of the chain stores are a vital factor in the marketing of California produce, has consistently opposed, both during this and previous legislative sessions, any attempt to prevent abuses by complete elimination of the stores themselves.

As a matter of fact, the frequent charge that chain stores take money out of the State and the community, is entirely unfounded insofar as California is concerned. In California, according to a recent report of the Federal Trade Commission, purchases of farm products by chain food stores last year exceeded their sales of foodstuffs to California consumers by more than \$90,000,000, due to the fact that purchases were made here for their stores throughout the Nation.

Both the farmer and the storeman will be on the path to better days if a policy of fair dealing is maintained in the future, and to this end all groups must devote their best efforts.

ARCADIA JURY FREES A LOCAL RESIDENT

Mike Cullen, of Sierra Madre, was freed by an Arcadia jury this week on charges of vagrancy and drunkenness for which he was arrested in that city Easter Sunday.

When he was arrested on intoxication charges twice previously since last November, Cullen pleaded guilty and served jail sentences, it is asserted. He requested a trial by jury on his last arrest and pleaded not guilty.

MOTHER'S DAY BABY IS JUST AS ORDERED

Janice Marilyn Higdon will always be able to tell her friends that she was born on Mother's Day, and that literally hundreds of people made a special visit to the hospital on the day of her birth.

If she chooses to be very specific she also may tell them that she weighed eight pounds at birth, and was blond and blue eyed, exactly as ordered by her parents, Mr. and Mrs. W. C. Higdon. She is being brought home from the Pasadena Hospital with her mother this week. The family lives at 48 East Central avenue.

Oh yes—one reason for the reason for the visitors was that in addition to being Mother's Day, Sunday was also Hospital Day.

El Monte To Stage Three Days Of Rip Roarin' Western Fun

Three big days of rip-roaring fun are promised the thousands of men, women and children who are expected to come to El Monte May 24, 25 and 26 to attend the Pioneer Days at the end of the Santa Fe Trail celebration. The Days of '49 will be revived and the program of wild-west entertainment will fill every hour of the celebration.

On Friday, May 24, the opening day, there'll be horse races, old-time sports and what not. At 8:15 p. m. on Friday and Saturday nights, May 24 and 25, will be staged the historical play, under the direction of Barrie O'Daniel's at the high school auditorium.

The play, written by the late author of "The Kinsmen," around the history of the first caravan that came to El Monte from Lexington, Mo., will give you the thrills of adventure, romance and Indian fights that were experienced by the first settlers. There also will be street dances on each night.

Saturday morning at 10:30 o'clock will be staged the historical parade in which scores of buggies, wagons, stage coaches, carts, surreys and old-time vehicles will be seen once again. There will be scores of men and women in pioneer garb on horseback. Residents of Southern California are invited to bring their horses and old rigs to El Monte and participate in the parade.

Governor Frank F. Merriam and his staff and Sheriff Eugene Biscailuz, District Attorney Byron Pitts and members of the county board of supervisors have been invited to be honor guests in this parade and at the Romeo barbeque at noon of the same day. There will be a '49er camp in full blast and street dances will be held Friday and Saturday nights. Everyone will wear pioneer garb. Women will be seen in their sun bonnets and calicoes and the men will be in style with overalls, western boots, sombreros, beards and any other early costumes they wish to wear.

Southlanders Get A Glimpse Of Sierra Madre In The Spring

Lee Shippey wafted a breath of Sierra Madre's springtime to his "Leaside o' L. A." readers Monday morning when he told of a recent morning hike along Sturtevant trail. He wrote as follows:

"There never was a lovelier time than this to go out on our near-by mountain trails. The rains and snows have made the foliage more luxuriant than I have even seen it before, the streams are all leaping silver, and out near Sturtevant Falls the other day we found lupines up to one's waist and ferns up to one's chin. The falls make one think he is in Yosemite, tumbling down eighty feet, and flowers of far more varieties than most of us can recognize confront one in regiments at every turn of the trail or wink and nod from every hidden bower."

"The nature study classes of the high schools should get out and tag the plants along the trails, as they used to do every spring. And they might take along some special red tags for poison oak. Otherwise, many tenderfoot on the trail will draw poison oak to them in order to read the tag, exclaiming: 'And what is this pretty plant?'"

Record Breaking Travel Season Is Begun On May 15th

With air-conditioning of many trains as an outstanding feature this year, the summer travel season with its low round-trip railroad fares opened Wednesday, May 15, it was pointed out today by G. W. Wetherby, district passenger agent for Southern Pacific company.

Improving business conditions, the San Diego exposition and the added train comforts are expected to give Southern California the greatest travel rush in recent years, it was stated.

Heaviest travel of the summer undoubtedly will follow the close of schools throughout the country next month, at which time the annual vacation period also will be well under way. The low summer fares are available again this year for both transcontinental and shorter vacation trips.

Five leading trains on Southern Pacific's four cross-country routes, as well as the San Joaquin Limited between Los Angeles and San Francisco, have been completely air conditioned. Weather controlled cars also have been placed on a number of other California trains, as well as on El Costeno, leading train on the West Coast of Mexico route.

MISSOURIANS TO PICNIC
Missourians in Southern California will hold their picnic reunion under the auspices of the Missouri State Society in Sycamore Grove Park, Los Angeles, all day, Saturday, May 25th, with basket dinners at noon. The program of song and oratory will be brief and will follow the dinner hour. It will be in charge of President S. A. Seelman.

Church Notices

Church of the Ascension

Episcopal
Baldwin and Laurel Avenues
Rev. A. G. R. Bode, Rector

Sunday—
7:30 a.m.—Holy Communion.
9:30 a.m.—Sunday School.
11 a.m.—Choral Eucharist.
5 p.m.—Organ Recital and Social hour.

Tuesday—
7:30 p.m.—Men's Discussion Group with Dr. Webster Vannier; 45 East Laurel avenue. Anyone welcome.

Wednesday—
7:30 a.m.—Holy Communion.
Friday, May 17 —
Women's Guild.

Congregational

Rev. Arthur O. Pritchard, Pastor
Sunday, May 19th — Morning service. George N. White, secretary of the American Missionary Association and one of the leading speakers at the Congregational Conference at Eagle Rock, will give the sermon.
6:30 p.m.—Young Peoples meeting at the Church.
Wednesday evening—Continuation of Paul's letters to the Philippians.

Bethany Church

The Little Stone Church
Rev. Stewart E. Sheriff, Pastor

Sunday—
9:30 a.m.—Bible School.
11 a.m.—Morning Worship.
Robert Harkness in charge of the music.
6:15 p.m.—Christian Endeavor Societies.
7:30 p.m.—Evening Meeting. Prayer meeting every Wednesday evening at 7:30 p.m.

St. Rita's Church

Rev. Hyacinth Clarey, C.P., Pastor

Sunday Masses—7:00 a.m. and 10:30 a.m.
Week-day Masses, 6:45 a.m.
Tuesday Evening — Devotions, 7:45 p.m.
Friday — Stations, 7:45 p.m.

Christian Science

First Church of Christ Scientist of Sierra Madre is a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

9:30 a.m.—Sunday School.
11 a.m.—Sunday Service.
Subject for Sunday, May 19: "Mortals and Immortals."

Golden Text: Proverbs 12:28. "In the way of righteousness is life; and in the pathway thereof there is no death."

8 p.m., Wednesday—Testimonies meeting.
Reading Room in church edifice open daily except Sunday from 2 until 4 o'clock.

Old Meeting House

Un denominational
Rev. E. Murdock, Pastor
191 West Central Ave.

Sunday—
9:45 a.m.—Sunday School.

10:45 a.m.—Morning Worship. Sermon "Lazarus Come Forth."
7:30 p.m.—Evangelistic Service. Sermon, "There is Death in the Pot," illustrated.

Wednesday—
7:30 p.m.—Fellowship meeting. Guest speaker and special music.

Friday evening—
7:30 p.m.—Divine Healing service.

Canyon Community Church

(Interdenominational)
Rev. E. B. Blocker, Pastor
Club House, Sierra Madre Canyon

Sunday—
9:45 a.m.—Sunday School.

11 a.m.—Morning Worship.
7 p.m.—Evening Service.

Wednesday—
7:30 p.m.—Prayer meeting. All are cordially invited to attend these services.

Father Sage Says:

There is no permanent success in tricky methods.

In a Social Way

MRS. S. M. Triplett was guest of honor at a delightful Mother's Day dinner at the home of her daughter, Mrs. George Seely of North Lima street. Mrs. Seely was also honored by her son and daughter, Mr. and Mrs. J. L. Montgomery, with a lovely garden set. Those attending the dinner were Mr. and Mrs. J. L. Montgomery, Mrs. S. M. Philipps of Covina, and Mr. and Mrs. Seely.

SIMPLICITY was the keynote at the wedding ceremony which united Miss Gladys Irene Middough and John Paul Meyers in wedlock Saturday morning in Pasadena. The bride was attended by Miss Jane Holland, while the groom's brother, Pete Meyers, acted as best man. The young couple left immediately after the ceremony for a short honeymoon in Santa Barbara, and upon their return will make their home at 1530 Glendale Boulevard, Los Angeles.

THE Junior Music Club has a treat in store for their parents and friends Saturday afternoon May 18th at 3 o'clock at the home of their teacher, Mrs. C. D. Croan, 75 North Baldwin avenue. Those participating in the afternoon's entertainment are Lela and Marjorie Pickett, Idella Taylor, Ruth Coit, Dorothy and Teddy Parmenter, Jessica Hoshino, Juanita Thompson, Robert Evans and Marjorie Ann Croan.

THE John Ruskin Chapter of the Daughters of the English Empire were hostesses at a tea at the home of Mrs. A. E. Pulling, 382 Montecito avenue, Monday afternoon. Guests of honor were Mrs. Marion Forrester and daughter, Rosemary. Mrs. Forrester and her daughter are leaving Sierra Madre shortly for England and plan to be away several months. Members of the British Home were also guests.

Mrs. G. Joseph Quittner, 241 Ramona avenue, Sierra Madre, was hostess to a group of 50 writers Friday evening, who gathered to hear a delightful informal talk delivered by Harold Carew, literary editor of the Star-News. Much laughter and enthusiastic comment followed the address given in Mr. Carew's inimitable manner.

Among the honored guests were Mr. Ralph Cheyney, Poet Laureate of the State of Pennsylvania, who read several poems including one written by his wife, Lucia Trent, who was detained at home because of illness.

Mrs. Florence Eakman, organizer and director of the Children's Dramatic Guild of Sierra Madre, spoke briefly about her work with the young thespians, and upon request gave a reading of her poem "Spring" which has been set to music by Althea Turner.

Francis Eakman, baritone, charmed the guests with his rendition of "Somewhere in Memories," in compliment to Mr. Carew who wrote the lyrics. "Shortenin' Bread" and "Less than the Dust" followed and were heartily received.

Mrs. Helen Hill acted as co-hostess, with Mrs. Grace Calkin and Mrs. Florence Eakman presiding at the attractively appointed buffet table.

A buffet supper followed by an evening of bridge was enjoyed at the home of Mrs. O. M. Hare in honor of her daughter Mrs. John J. Horra. Several members of Mrs. Horra's graduating class at Pasadena Junior College were guests.

A delightful little play was given Sunday in the garden of Mrs. J. Borradaile by the children of the family. The play was given as a surprise to the parents and relatives of the youngsters and was called "Los Canarios."

Mrs. J. LaGuin has been the house guest of Mr. and Mrs. J. C. Dickson for the past two weeks.

Miss Dorothy Wammonck entertained the Eteri club at her home Wednesday evening.

Mrs. M. L. Hays of San Gabriel Court honored her mother and father at dinner on Mother's Day.

Guests at the George M. Lehner home for Sunday luncheon were Mr. and Mrs. Roy Huntley, Mrs. C. A. Hoffman and daughters Dorothy and Barbara.

Spring Fever?
that means
"spruce up"

LANGLEY'S
BARBER SHOP
KERSTING COURT

entertained 20 guests at dinner on Sunday evening.

Mr. and Mrs. Woodson F. Jones, of Alegria avenue, entertained friends Saturday evening honoring their 25th wedding anniversary.

Play School

for children
2-5 years
Open Air Activities
Experienced Director
692 W. Central Ave.
Phone 3272

100 Children of the Congregational Church

invite you to their
May Festival
at the
School Auditorium
Friday Eve. May 17
Directed by Mrs. Waverly Pratt

Bring the Family in for Dinner!

Change of Menu Daily
Acme Beer on Tap

Scotty's Good Food Grill

Men's White Fabric-buk Oxfords with heavy Crepe Sole	\$2.25
Men's White Buck Oxfords pair	\$3.75
Children's Smoked Elk Sandals pair	\$1.25 to \$1.45
Girls' White Elk & Fabric-buk Oxfords and Pumps	\$2.25 to \$2.85
Ladies' Munsingwear Silk Hosiery pair	50¢ to \$1.00

— Guaranteed Shoe Re-building —

Olsen's Shoe Store

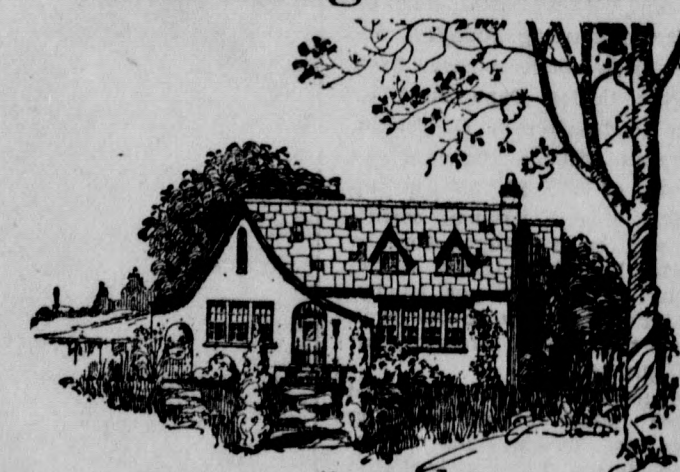
34 North Baldwin Phone 2192

It is economical to dress properly and to have your clothes cleaned and pressed regularly by a reputable cleaner and dyer.

Sierra Madre Tailors Cleaners & Dyers

W. E. Craig Tony Delvecci
14 West Central Phone 8

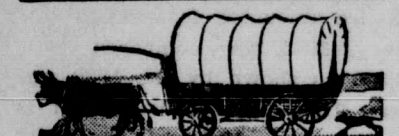
Planning to Build?



Now is the time.

Sierra Madre Lumber Co.

J. S. Billheimer, Manager
35 E. Montecito Ave. Phone 23



Come to El Monte
Friday, Saturday, Sunday,
May 24-25-26
to help celebrate

PIONEER DAYS AT THE END OF THE SANTA FE TRAIL

Horse Races — Street Dances — Old Time Games — Calf Roping — Catching Greased Pigs — Antique and Relic Displays

Historical Parade at 10:30 a. m. Saturday, May 25
Bring Your Horse and Rig
Free Hay for Horses

Historical Pageant Play at 8:15 p. m. Friday and Saturday, May 24 and 25

49ER CAMP IN FULL BLAST
Hip-Hip-Hooray Cowboy!
Come and have a rip-roaring time.

The Days of '49 are back!

ARCADIA

— THEATRE —
44 East Huntington Drive
ARCADIA
Admission 10c and 25c

Tonight & Tomorrow
May 17 & 18

"Ruggles of Red Gap"

with Charles Laughton
Mary Boland, Zasu Pitts
— also —

"Travelling Saleslady"
with Joan Blondell, Glenda Farrell and Hugh Herbert

News Colored Cartoon

Sunday & Monday
May 19 & 20

"CAR 99"
with Sir Guy Standing
— also —

"Ten Dollar Raise"
with Edward Everett Horton
News, Mickey Mouse Cartoon

LYRIC THEATRE

FOOTHILL BLVD.
MONROVIA · PHONE 3522

THURSDAY, FRIDAY, SATURDAY MAY 16, 17, 18



SUNDAY, MONDAY, TUESDAY, WEDNESDAY MAY 19-22



also — Zane Grey's
"ROCKY MOUNTAIN MYSTERY"
with Randolph Scott—Chas. Chick Sale

WEDNESDAY, MAY 17, 1935

Pensions For Poets Urged By Cheyney

Urges To L. A. Woman's Club That Some Be Paid Not To Write, AAA Plan

Pleading for poets' pensions in a "Bard's bonus" in an address before the Friday Morning Club in Los Angeles at its annual poetry day on Tuesday, Ralph Cheyney, Sierra Madre poet and humorist, stated, "Poetry offers the most vital force against Red Black Shirt Armies, against ginned mob violence of Communists or Fascists." He also urged, installing a poets' license as part of a system of authors' licenses such as lawyers' and physicians', requiring not only mastery of their art but a solemn oath of office that its power will be used for the public welfare. "A Poets' Pension would differ from the Townsend Pension in that it would be earned by more than merely staying alive for 50 years," Mr. Cheyney explained, and any poet worthy the name should have him deserve a Bard's bonus.

"Seriously," he added, "though some 'poetasters' have become the most bigoted of Communists, and worshipping the poetariat, attempt to substitute pro-literature for literature and pro-letter for belle lettre, the fifty thousand verse writers in this country are on the whole a strong force for sane idealism. Yet they are struggling with almost no public support or official recognition." He advocated that at least a place on the SERA be found for some poets as poets, adding that thousands of poets are on various doles now but not function there as poets. "At least the A.A.A. principle could be applied," he said, "on their being paid not to write poems!"

After the morning meeting at which Ralph Cheyney was the speaker, he and his wife were luncheon at the special Poets' Day luncheon, which Lucia Trent (Mrs. Cheyney) addressed, telling some humorous anecdotes of their experiences.



IN YOUR GARDEN

GROWING DWARF DAHLIAS FROM SEED BRINGS JOY

IT IS a pity that the fascination of growing dahlia from seed seems to be limited almost exclusively to those fanciers who seek new "breaks."

With dahlia, the grower having the greatest number of seedling plants stands the best chance of producing something outstanding.

For the small garden at home, there is no wonder that practically no thought is given to the raising of the large-flowered type of dahlia from seed, but gardeners who overlook the dwarf



Coltiness Dahlias from Seed

hybrid dahlia—which do come remarkably true from seed—are denying themselves an exquisite display of splendid cutting flowers during the fall months when pastel shades are somewhat scarce.

There is nothing special about the propagation of the dwarf hybrid dahlia from seed inasmuch as their requirements are

simple. One has but to treat them as an annual. The usual soil compost with provisions for drainage in a box, flat, seed pan, or any convenient container, is all that is necessary. The seedling plants are dibbled-off in the usual manner and later transplanted to the place in the garden where they are intended to flower.

The dwarf hybrid sorts from tubers just the same as the other types of dahlia, and these tubers are dug, stored, divided, and planted at the correct season for dahlia.

The single coltiness hybrid dahlia was fairly popular a few years ago, but the variety known as "Unwin's Dwarf Hybrids," which produces semi-dwarf blooms on wiry stems, has replaced most of the types one usually expects to come true from seed. It is rather interesting that they will come into bloom in about three and a half to four months from the time the seed is sown, and will continue in bloom until cut down by frost.

These free-flowering dwarf dahlia plants reach a height of about 24 inches. The range of dahlia colors is very pleasing, and not the least of their merit is the fact that they keep very well when cut. Those who are familiar with the miniature, decorative dahlia grown from tubers—"Little Jewel"—will have an idea of the size of blossoms produced by this strain of seed.

Attractions Of L. A. County To Be Shown At San Diego Expo

Los Angeles County will be handsomely represented in the State building at the San Diego exposition. Plans have been completed under the direction of Superintendent James K. Reid, of the County Department of Recreation Camps and Playgrounds, and the exhibit will be in place well before the opening date.

The exhibit is in the north corner of the State building and artificial lighting will be employed to render more effective the relief map of the county. All of the points of interest in Los Angeles County will be clearly depicted. A fountain with colored lights will enhance the beauty of the setting.

Enlarged photographs will give visitors graphic scenes of all the beaches and playgrounds of the mountain parks. Those taken during the recent winter seasonal games are likely to surprise visitors from the east.

To Honor Mothers Of New Pupils At May Garden Party

A May Day garden party, honoring mothers of students who entered Pasadena Junior College in February and those who enter the school in the fall, and featuring a musical program by college students and installation of new officers by Mrs. H. A. Mansfield, retiring president of the Pasadena Council of Parents and Teachers, will be held under the auspices of the Junior College Patrons' Association at 2 p.m., Friday, May 17, on Bleeker House lawn, South Hill avenue and Blanche street.

Officers to be installed are: president, Mrs. John T. Wootan; first vice-president, Dr. Robert Freeman; second vice-president, Mrs. Earl Walker; third vice-president, Mrs. J. Patrick O'Mara; corresponding secretary, Mrs. Phillip Senour; treasurer, Mrs. John G. Burt; auditor, Mrs. Milton L. Fish; and historian, Mrs. Walter Stephenson.

The Patrons Association of the Pasadena Junior College is giving a tea Friday afternoon, May 17th, on the Bleeker House lawn. Sierra Madre women will have a table over which Mrs. H. B. Hersey, Mrs. Milton Hollingsworth, and Mrs. P. W. Senour will preside.



SPEAKING ART

By Henry Ivins Hawchurst

IT MAY seem a far cry from rabbits to art, but in this case it isn't. Shortly after the League established itself down at the Old Barn, two years ago, Mr. and Mrs. Peter Rabbit dug themselves a home beneath the floor and set up housekeeping and in due course of time a lot of little Peters and Peterettes began to romp about the scenery and so tame have become these little fellows that they frequently appear at our studio door, with an unmistakable expression on their faces, showing interest in art.

About a week ago, during the regular Monday class night, we all were startled by a plaintive crying—a crying strangely resembling that of a very young baby. Recognizing that either Peter, or one of his progeny was in a peck of trouble, we went out to investigate and said "scat" with a voice of authority. The varmint scattered right between our feet and for once in our life we realized that lady luck was with us for this denizen of the dark evidently was not of the breed that offends the olfactory senses. The next morning we found plenty of furry evidence of Peter's struggle and a few days later Peter came limping to our studio door with a broken front leg, and thinking of Partrick Henry's pleading powers, we tried to talk Peter into letting us give him first aid treatment but he kept limping just beyond our reach... and there are still a lot of bellyachers who think they have all the grief in life.

Dance Attracts Many Out-of-Town Guests On Saturday

More than one hundred people attended the O.E.S. Social Club dance Saturday night at the Masonic Temple. Many out-of-town guests were among those present, mostly from Los Angeles and Alhambra. The door prize, contributed by Mrs. J. P. Hogan, was won by Joseph Lloyd, while Bob Stamer and Miss Edith Frisby were the proud possessors of the waltz prize donated by Mrs. Harold Roberts. Judges of the dancing contest were Mrs. Boyd Keith, Mary Brain, and Mrs. Edna Holland. At the conclusion of the contest Miss Frisby and Mr. Stamer gave an exhibition waltz which was thoroughly enjoyed. The committee in charge of the affair included Mrs. Harold Roberts, sponsor; Mrs. Mary Brain, and Mrs. Edna Holland, who were in charge of decorations.

READING ROOM WILL REMAIN OPEN DAILY

The local Christian Science Church from now on will open its Reading Room daily from 2 until 4 o'clock instead of only three days a week as formerly.

Fire Flames

By One of the Boys

WITH summer drawing near, thoughts of forest fires reminded the firemen that the small portable pump (carried on the first aid truck) had not been used for a considerable length of time. A goodly supply of water had accumulated in the well beneath the swimming pool bath house and it was here the pump was tested. The best mechanics of the department were there to see that the machine got started, but it was only after reading the directions that it got underway.

While the above pumping was in progress, an alarm came over the police radio telling of a fire on Grandview avenue. What was headed for a big fire was stopped by the good work of Freddie LaLone and Ed Bailey. These young men were near the residence when it was discovered that the roof was ablaze. Hurriedly climbing to the top of the house and working to get a garden hose there, the fire was soon extinguished. Visitors to the meeting were Councilman Lees, John Froelich, Charles King, Fred Roess, Forest Rangers Kaye and Schwood. Mr. Schwood will be the local patrolman this summer. The meeting decided to entertain the Southern Counties Firemen at the City Park on July 4th. Committees were named and preparations started. This will bring to Sierra Madre more than 500 visiting firemen and their families. What might have been a disastrous fire occurred during a

serious meeting of the "Southwesters." A curtain on the new room suddenly became ignited from some unknown source and caused Councilman Lees and Louie Karger to jump for safety. Louie's trousers already were red hot before his attention from the business of the southwest corner could be detracted. Although the curtain was damaged, the fire was immediately extinguished before any other damage was done.

A. L. A. Activities

By Helen Lovejoy

MRS. Orcelia Stinman will present awards to the poppy poster winners in our grammar school at the next assembly period. First prize will be one dollar, second fifty cents. Letters of appreciation will be given cash participants in the contest.

Miss Lucile Johnson was unanimously elected as Historian following the resignation of Dorothy Shetler. With half our officers absent the meeting was attended by few. They were entertained in a very pleasing manner. Following this, a tableau was presented with Minnie Milner Johnson as mother, duet by Leila Embree and yours truly lending "atmosphere" with Mother Machree.

The Mother's Day tea was in the home of Mrs. Stinman due to the weather. Flowers and china carried out the color scheme of pink and handiwork of the Juniors and their sponsor was displayed. Their next regular meeting will be Saturday, May 18th with guests from Baldwin Park. Mothers of Juniors are asked to attend.

Paints! Paints!

Announcing our appointment as Exclusive Distributor in Sierra Madre for the

Old Colony Line

UNSURPASSED QUALITY PRICES REASONABLE

Sierra Madre Hardware Co.

Boulder Dam ELECTRIC REFRIGERATOR Event

MODERN FOOL-PROOF FLAMELESS ELECTRIC REFRIGERATORS...NO PLUMBING JUST PLUG IT IN

NOW

AS LOW AS 15¢ A DAY

THE LOWEST TERMS EVER OFFERED

Feet 5¢ Each 35¢ 10¢

GET THIS FREE BOOK... "What to Look for When Buying a Mechanical Refrigerator" A handy, practical guide for the prospective refrigerator purchaser. Send and mail to Edison Company, 601 West 5th St., Los Angeles.

Name _____ Address _____ City _____

5 S.P. TRAINS EAST Completely Air-Conditioned!

Are you going East this Summer? If you travel Southern Pacific, even in a chair car, you'll enjoy luxurious comfort that even the homes of millionaires do not have. Our five finest transcontinental trains will be AIR-COOLED and AIR-CONDITIONED from stem to stern...every single car...cool, clean, quiet, free of dust and dirt.

The famous GOLDEN STATE LIMITED is completely air-conditioned right now. By May 15, the last few cars on the Sunset, Overland, Pacific and Cascade Limiteds will be air-conditioned.

Air-Conditioning on Coast Trains, Too

Many of our trains between Los Angeles, San Francisco and Portland also carry several air-conditioned cars. The San Joaquin, valley route to Oakland, is completely air-conditioned.

Low Summer Fares May 15 to October 15

With all this new comfort, greatly reduced summer fares will be in effect daily between May 15 to October 15. Here are a few examples:

	Coach	Tourist	Standard
Roundtrip to CHICAGO	\$57.35	\$68.80	\$86.00
NEW YORK	97.75	107.20	124.40
HOUSTON	47.00	56.40	70.45
KANSAS CITY	48.00	57.60	72.00
NEW ORLEANS	56.80	68.15	85.15

Similar reductions to other Eastern Cities. Stopovers anywhere enroute. Reserve now for any date.

See Twice as Much

With four entirely different routes between California and the East, Southern Pacific can show you two contrasting regions of the country on your roundtrip if you go East one route and return another. All SP roundtrip tickets carry this privilege.

Mexico

First class roundtrip from Los Angeles to Mexico City, in air-conditioned Pullmans, is only \$79.05 (plus berth charge). Good either or both ways via our famous West Coast route. Ask about \$50 side-trip plan, and the weekly Hotel Car Cruises.

Southern Pacific

• THE COMFORTABLE WAY EAST •
AGENT—GEORGE E. MESECAR
Central and Baldwin—Phone 219-3

GET A MODERN CAR IN 1935

The only CAR under \$2,300 with a V-8 Engine

FORD—with the V-8 engine— brought fine car performance to the low priced field. With a V-type motor—as Ford builds it—you get the smoothness of 8 cylinder performance without paying any penalty for it.

On the open road your Ford V-8 engine is running at ease at your favorite cruising speed. In town, your V-8 Ford flicks forward smoothly through traffic. You get the thrill of driving an "8" at the cost of a "4" because this newest Ford V-8 costs less to run than any car Ford has ever built before. Drive it today and you will buy it.

FORD V-8 • \$495

ON THE AIR—Ford Symphony Orchestra, Sunday Evenings—Fred Waring, Thursday Evenings—Columbia Network

SIERRA MADRE GARAGE
37-39 WEST CENTRAL
Representing FORTNER & LOUD, INC., 1365 E. COLORADO ST., Pasadena, Calif.

AND UP TO 6% DEFERRED—Easy Terms Through Universal Credit Company—The Authorized Ford Finance Plan.

Men's White Fabric-buk Oxfords with heavy Crepe Sole \$2.25
 Men's White Buck Oxfords \$3.75
 Children's Smoked Elk Sandals \$1.25 to \$1.45
 Girls' White Elk & Fabric-buk Oxfords and Pumps \$2.25 to \$2.85
 Ladies' Musingwear Silk Hosiery 50¢ to \$1.00

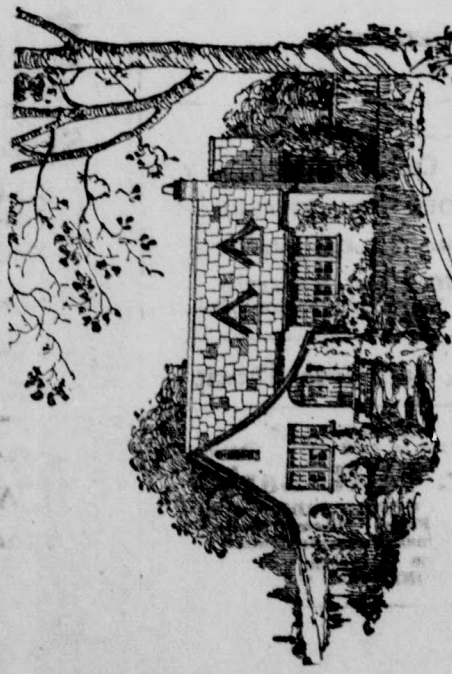
— Guaranteed Shoe Re-building —
Olsen's Shoe Store
 34 North Baldwin Phone 2192



It is economical to dress properly and to have your clothes cleaned and pressed regularly by a reputable cleaner and dyer.

Sierra Madre Tailors Cleaners & Dyers
 W. E. Craig
 14 West Central Phone 3

Planning to Build?

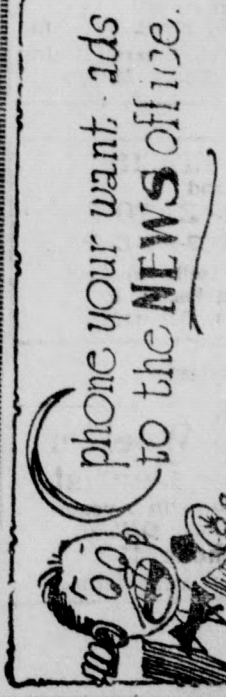


Now is the time.

Sierra Madre Lumber Co.
 J. S. Billheimer, Manager
 35 E. Montecito Ave. Phone 23

COFFEE SHOP

45 NORTH BALDWIN AVE. — PHONE 242-1
 QUALITY FOOD SERVED AT ALL TIMES
 Open 6 A.M. to 8 P.M.
 Drop in regularly for our Home-cooked Dinner served from 11 a.m. to 5 p.m.



phone your want ads to the NEWS office.

Call 48

Why Not Live in a Hotel . . .
 where you have private bath—all modern facilities with a homey atmosphere . . . These features can be obtained at moderate monthly rates in

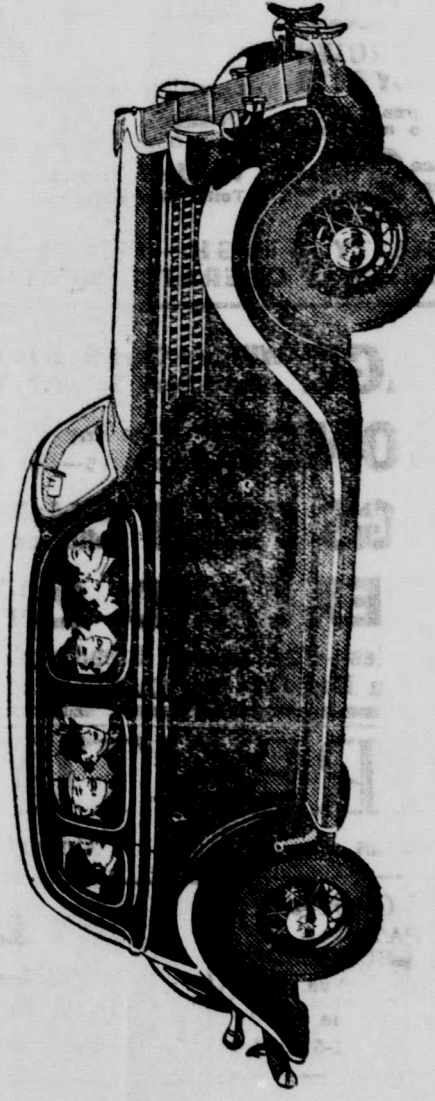
Hotel Sierra Madre
 Coffee Shop in Connection
 Phone 011

WANTED



"I want to go out with an' coo-oo my new sis-sis-sis."
 "Well, why don't you go?"
 "Cos I want to stay in an' play with my tr-i-tr-ain."

GET A MODERN CAR IN 1935



The only CAR under \$2,300
 with a V-8 Engine

FORD—with the V-8 engine—brought fine car performance to the low priced field. With a V-type motor—as Ford builds it—you get the smoothness of 8 cylinder performance without paying any penalty for it.
 On the open road your Ford V-8 engine is running at ease at your favorite cruising speed. In town, your V-8 Ford flicks forward smoothly through traffic. You get the thrill of driving an "8" at the cost of a "4" because this newest Ford V-8 costs less to run than any car Ford has ever built before. Drive it today and you will buy it.

FORD V-8 • \$495

ON THE AIR—Ford Symphony Orchestra, Sunday Evening—Ford Evening—Columbia Network
SIERRA MADRE GARAGE
 37-39 WEST CENTRAL
 Representing **FORTNER & LOUD, INC.**, 1365 E. COLORADO ST., Pasadena, Calif.

LYRIC THEATRE
 FOOTHILL BLVD
 MONROVIA • PHONE 3522
 THURSDAY, FRIDAY, SATURDAY
 MAY 16, 17, 18

STOLEN HARMONY
 GEORGE RAFT • BEN BENNETT
 SUNDAY, MONDAY, TUESDAY, WEDNESDAY
 MAY 19-22

Gold Diggers of 1935
 13 STARS! 300 GIRLS! 3 SONGS!
 also — Zane Grey's
 "ROCKY MOUNTAIN MYSTERY"
 with Randolph Scott—Chas. Chick Sale

Spring Fever?
 that means
 "spruce up"

LANGLEY'S BARBER SHOP
 KERSTING COURT

Play School
 for children
 2-5 years
 Open Air Activities
 Experienced Director
 692 W. Central Ave.
 Phone 3272

Bring the Family in for Dinner!
 Change of Menu Daily
 Acme Beer on Tap

Scotty's Good Food Grill

ARCADIA
 — THEATRE —
 44 East Huntington Drive
 Admission 10c and 25c

Tonight & Tomorrow
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 "Ruggles of Red Gap"
 with Charles Laughton
 Mary Boland, Zasu Pitts
 — also —
 "Travelling Saleslady"
 with Joan Blondell, Glenda Farrell and Hugh Herbert
 News Colored Cartoon

Sunday & Monday
 May 19 & 20
 "CAR 99"
 with Sir Guy Standing
 —also—
 "Ten Dollar Raise"
 with Edward Everett Horton
 News, Mickey Mouse Cartoon

THE SIERRA MADRE SHOPPING NEWS

FRIDAY, MAY 17, 1935

THE LOOKOUT STATION
FOR MANY YEARS THE NEWS has done all in its power to encourage a Buy-at-Home policy that would keep as much money as possible actually circulating within the community. It's a simple enough economic principle that the closer to home you keep your money the shorter distance it will travel in returning to you.

You're in the Hardware business. Your brother runs a shoe shop. When your shoes wear out you would no more think of buying a new pair from a stranger than your brother would think of going into Los Angeles for a lawnmower. Both you and he are aware of the advantage of cooperation, of keeping every possible asset within the family.

Society branches out from the individual to the family, into the community; what holds true in the more personal units of society likewise holds true when the unit becomes less personal and more complex. The whole of society must live by the same cooperative laws governing the family.

It is not a matter of buying from your corner grocer solely from a sense of obligation or of patronage, but of buying where the cycle of business stands to either directly or indirectly affect your own pocketbook on the backswing.

Along the same line . . . We come across an advertiser now and then who is patronizing with his advertising, who honestly believes his newspaper space is doing him no good, and who is "just coming in the paper" out of altruism. But the great network of daily and weekly newspaper advertising which has grown into a power over the country wasn't born from altruism. It grew out of the law of supply and demand, to the 50-50 benefit of advertiser and newspaper. Not always is it possible to "check back" on ads, and say that this piece of copy sold so many of these articles; yet it's always possible to rationalize the worth of week-by-week advertising, followed up by service and value.

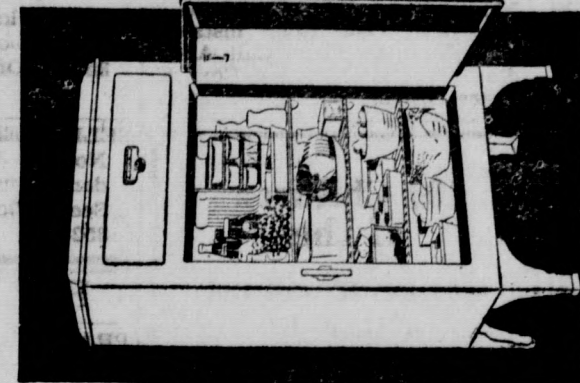
In definite support of this contention, the Ford and Chevrolet Motor companies in a year when the country at large is still feeling its way back to a stable economic thoroughfare, raise their advertising budget and start in on the biggest program ever attempted—with success assured by the tremendous sales increases already made.

The tie-in between National and local advertising is coming to be more and more a strong bond as Nationally distributed products tend to dominate all branches of trade. Large manufacturers and factories set aside appropriations to be divided among small retailers and agencies for community publicizing, and the town merchant or agent thus is afforded a substantial support.

Proof of what can be done with determination and a cooperative spirit in a community of small population comes through the exchanges this week.

THE HEMET NEWS blossoms out with a 56 page Ramona Pageant Edition which carries a comprehensive story of all the Hemet-San Jacinto Valley, of the industries, merchants and valley life. Down at Barstow the enterprising townspeople put their shoulder to the wheel with THE BARSTOW PRINTER, and off the press came the Bloody Gulch Edition in celebration of Calico days.

The WESTINGHOUSE REFRIGERATOR



needs no attention — not even oiling . . .

Its sealed-in mechanism is protected until 1940 for a \$5 charge which is included in the price. Year in and year out it will save you food and money.

Ask your neighbor who has one — Come in and we will tell you who they are — Every Home Needs

WESTINGHOUSE

Sierra Madre Furniture Co.
 "EVERYTHING FOR YOUR HOME"

TOM TYLER, Prop. PHONE 36

Paints! Paints!

Announcing our appointment as
 Exclusive Distributor in
 Sierra Madre for
 the

Old Colony

UNSURPASSED QUALITY
 PRICES REASONABLE

Sierra Madre Hardware Co.

Safeway Stores — Leading Grocers in the West!



here are the Reasons

Values for Thursday, Friday,
Saturday, May 16, 17 & 18.
Los Angeles City, Northern,
Southern & Western Suburbs.

Every Day Low Prices

Corn Flakes	7c
Kellogg's Brand, 8-oz. Pkg.	
Globe A-1 Flour	23c
No. 5 Bag	
Golden Heart Flour	21c
No. 5 Bag	
New Nucua	19c
Improved Type, Per Lb.	
Orange Honey	17c
Or Clover	
Lifebuoy Soap	6c
Peavents B. O. — Bar.	
Wesson Oil	43c
Quart Can	
Honey-Maid Grahams	17c
1-lb. Package	
Mushroom Sauce	9c
Milani's Brand or IXL—Can	
Paradise Pickles	19c
Whole Dill or Sour, 28-oz. Jar	
Spanish Rice	10c
Silk's Brand, 16-oz. Can	
Seedless Raisins	2 for 15c
Sunmald, 15-oz. Pkg.	
Casco Sardines	5c
In Oil, No. 1/4 Can	
Snarol	24c
Small Killer, 1/2-lb. pkg.	
Certo	27c
Fruit Pectin, 8-oz. Bottle	

Canned Goods Values

Stokely Tomatoes	2 for 23c
Fancy Pack, No. 2/3	
Stokely Tomatoes	3 for 25c
Fancy Pack No. 1	
Tomato Juice	3 for 13c
Stokely's, 10-oz.	
Cut Green Beans	2 for 19c
Stokely's, No. 2 Can	
Small Whole Beef	2 for 25c
Stokely's, No. 2 Can	
Tiny Green Limas	15c
Stokely's, No. 2 Can	
Libby's Sauerkraut	10c
Or Stokely's, No. 2/3 Can	
Seaside Lima Beans	2 for 15c
Dried Cooked, No. 1	
Pineapple Juice	10c
Libby's, No. 2 Cans	
Searchlight Salmon	10c
Choice Pink, No. 1 Cans	

SPRING VEGETABLES ARE NATURE'S SPRING TONIC

It is healthful to eat plenty of fresh fruits and vegetables the year 'round. Especially in the spring of the year does one need the vitamins that are so plentiful in fresh fruits and vegetables. They tone up the system and provide extra energy for spring activities.

Your Safeway fruit and vegetable department has a complete assortment of fresh produce of finest quality. Select your family's favorite "spring tonic" from the variety offered.

Bakery Department offers an endless variety of fresh from the oven goodies—Pies, Cakes, Bread and Rolls. This weekend special is SCOTCH SPICE COOKIES in 12 oz. Jane Arden Bag (extraordinarily good) 10c

AIRWAY GROUND FOR YOU AT STORE
FRESH, MELLOW **COFFEE** 3 lbs. 44c **15c**

Sodas BETTER 1-lb. 12 1/2c 2-lb. 24c
BEST pkg.
Beans VAN CAMP'S WITH PORK 2 1/2 or 11c 3 Red 25c 2 No. 2 19c
Jell Well GELATIN 3 pkgs. 16c
DESSERT
Beef Stew OLD FASHIONED 24-oz. can 15c

Dairy Products

Always low prices on creamery items at Safeway.

Butter LA FRANCE 31 1/2c LUCERNE 32c
PER POUND
Lucerne Large Eggs 31c
DOZEN
Lucerne Fresh Milk GRADE 'A' 9c
QUART

DATED BREAD

Be assured of Fresh Bread; buy A-Y or Jane Arden Bread at your Safeway Store. Each loaf bears the date on which it was baked. Buy TODAY'S Bread TODAY.

A-Y Bread SLICED 8c 16-oz loaf 6c
Jane Arden 24-oz LOAF 10c 16-oz loaf 7c

Toffee PRIME'S ENGLISH 23c
BUTTER TOFFEE Per lb.
Libby Peaches OR DEL MONTE 15c
SLICED OR HALVES NO. 2 CAN
Apricots TULIP BRAND 15c
CHOICE HALVES No. 2 1/2 cans
Milk MAX-I-MUM 3 Tall 19c
EVAPORATED cans

Sensational Offer ON BROWN DERBY BEER

TWICE YOUR MONEY BACK — If you don't agree. Buy 4 bottles of Brown Derby Beer. Drink it. If you do not agree that it is better than any other modern beer, the Brown Derby people will return twice what you paid for the beer. Full details at Safeway's.

MEATS QUALITY IS HIGH—PRICES ARE LOW AT SAFEWAY OPERATED MEAT MARKETS

LINK SAUSAGE Wilson's Certified 100% 15c
Pure Pork, Spice; 1/2-lb.
WIENERS CONEYS Fine for Picnic 20c
Lunches—Per Lb.
PICKLED PIGS FEET Half Split Feet 5c
Delicious—Each
CUDAHY'S REX LARD 2 1-lb. 35c
Ct's.

Fair Dealing

Fundamental in the creed of the Safeway man is the right of the customer to fair dealing at all times. Misleading statements or unsatisfactory transactions have no place in Safeway merchandising.

Quality Merchandise

The buyers of merchandise for Safeway Stores know quality. Whether it be groceries, meats, produce or dairy products, the Safeway buyer considers quality first. You have no chances at a Safeway Store.

Low Prices

The tremendous quantities of food that are bought and the efficient methods that are used by Safeway make possible the low prices that are quoted. Every day of the week you can buy food at a saving at Safeway Stores.

Efficient Personnel

Safeway men are trained to serve you. Each man goes through a period of apprenticeship in which he taught Safeway policies and methods. The fact that Safeway men are happy in their work is radiated by their enthusiasm.

Money-Back Guarantee

Back of every Safeway transaction stands the Safeway money-back guarantee. Unless you are convinced that every item you buy is satisfactory, your money is cheerfully refunded. — Another reason for Safeway's leadership.

Grape Juice	2 for 29c
Church's	
Coffee	Edwards' Dependable 23c
Vacuum Pack—1-lb. Tin	
Cigarettes	8 pkgs. 96c
Old Gold	
Max-i-mum Syrup	17c
Cane & Maple, Qt. 29c; Pt. Jug	
Chocolate Malt	39c
Thompson's, 1-lb. Can	
Dromedary Dates	2 for 25c
Golden or Pitted	
Kern's Preserves	3 for 25c
Or Jellies, 7-oz. Jars	
Puritas Mustard	13c
Salad Mustard, 30-oz. Jar	
Worcestershire	10c
Sauce, Durkee; 4 1/2-oz. Bottle	
S. O. S. Pads	12c
Package of 4 Pads	
Cale Pet Food	2 for 15c
16-oz. Can	
Purex Bleach	15c
Liquid Bleach, 1/2-gallon Jugs	
Drano	19c
Drain Opener, 12-oz.	
Waldorf Tissue	4c
Toilet Tissue, Per Roll	

RENTALS

FOR RENT—Unfurnished 3-bedroom house. Very desirable. 123 E. Central. —34:d

MISCELLANEOUS

HARDWOOD FLOORS polished, 50c a room. Old floors made like new. Oak floor installed over old pine floor. Call Arcadia 2830 of Address Box K. News Office. 24:tft

100 Children of the
Congregational Church
invite you to their
May Festival
at the
School Auditorium
Friday Eve. May 17
Directed by Mrs. Waverly Pratt

WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platte. 11:tfa

WE WOULD like to clean your lot or lots. Prices right. Self Help Cooperative, No. 57, call 362-1. Office 36 Auburn Ave. —33:tfa

SELF HELP COOPERATIVE—No. 57—We take down or top dangerous trees. We exchange. See Office, 36 Auburn, or call 352-1. —10:tft

HELP WANTED

PRACTICAL nurse needed for small rest home. Phone 68. —34:b

INSURANCE

The new "SEVEN POINT" combined contract for dwelling house insurance policies, provides complete protection at reduced rates. . . also a saving of 10% on your auto insurance. Sierra Madre Realty Co., 27 N. Baldwin. —31:ms

FOR SALE MISCELLANEOUS

FOR SALE—Late '29 Chevrolet coupe; excellent motor. Make cash offer. Mrs. Hawley, 38 Widnors Lane. 34:e

FUNERAL Flowers, Sprays, \$1 up. Ward Nursery & Florist, Mt. Trail and Laurel. Ph. 1614. —1:tfe

ROOMS --- BOARD

WANT TWO large, airy bedrooms, small sitting room and private bath. Two adults. Breakfast and dinner. Convenient to carline. Positively no sickness. References exchanged. Box C, News Office.

REST HOME—home for convalescents. Phone 37. 55 Auburn. —34:tth

When You Need
Job Printing—
Phone
48

Sierra Madre News



Come to El Monte

Friday, Saturday, Sunday,
May 24-25-26
to help celebrate

PIONEER DAYS AT THE END OF THE SANTA FE TRAIL

Horse Races — Street Dances — Old-Time Games — Call Roping — Catching Greased Pigs — Antique and Relic Displays
Historical Parade at 10:30 a. m. Saturday, May 25
Bring Your Horse and Rig Free Hay for Horses
Historical Pageant Play at 8:15 p. m. Friday and Saturday, May 24 and 25
49ER CAMP IN FULL BLAST
Hip-Hip-Hooray Cowboy! Come and have a rip-roaring time.
The Days of '49 are back!

CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY
38 WEST CENTRAL PHONE 97

BUTTER Colorado Gold or Yorkshire 33c
Farm (increasing in popularity daily) lb.

Lamb at its Best

1935 Spring

No need to pay more — To pay less is not safe
Legs . . lb. 24c Breasts . . . lb. 12c
Shoulder (whole) lb. 18c
We are being complimented on our Cushion Shoulders of Lamb—no bone, no waste—ready to stuff and bake

Fresh Dressed Hens lb 30c
MILK FATTENED

Fancy Broilers 3 for \$1.15

Pot Roasts CHOICE STEER 18c
pound

Fresh Ground Beef 2 lbs. 35c
beef you will enjoy eating

Margarine WILSON'S NUT 17c
(a quality product) lb.

FLUFFO an all purpose vegetable 15c
shortening lb.

Acorn Shortening 2 lbs. 23c

BIG NEWS!

A NEW SUBSCRIPTION OFFER THAT BRINGS YOU MANY NEW MAGAZINES TO CHOOSE FROM

Yes, sir! This is the first time in history that many of these magazines have been offered to the public at such an amazing price saving. ACT QUICKLY!

THE BIG 3 OFFER

THIS NEWSPAPER + FULL YEAR AND 3 OF THESE FAMOUS MAGAZINES!

CHOOSE 2 MAGAZINES IN GROUP A 1 MAGAZINE IN GROUP B 3 IN ALL \$2.50

GROUP A CHOOSE-2	GROUP B CHOOSE-1
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